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62.00

WHOLESALE PRICE LIST OF EPIPHYLLUMS

R. W. POINDEXTER NURSERY
Compton - California

January 1941

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U. S. Department of Agriculture

In our cactus and succulent business we are growers and wholesalers and are not making retail sales. Epiphyllums we consider a distinct department because epiphyllums have entirely different uses from the usual cactus material, different culture and appeal to a different class of amateurs. We are therefore making retail as well as wholesale sales of epiphyllums. It is necessary to stimulate general interest by advertising in order to bring about due appreciation of these splendid plants. We must keep in touch with the ultimate consumer and get his reactions. As soon as a sufficient demand has been created to assure the dealer of an expanding market and assure us of a sufficient outlet, then dealers, we shall stop making retail sales. We hope to be able to do this in 1942.

The following is our 1941 wholesale list. A copy of our retail list accompanies it. You are referred to the retail list for descriptions of the individual varieties, plant sizes, and further particulars. You will note that in many cases prices for rooted cuttings in lots of 100 are as low as one-fifth the retail prices. WE ALSO OFFER TO DEALERS A DISCOUNT OF 50% ON RETAIL LIST PRICES OF SINGLE ITEMS (NOT COLLECTIONS) NOT INCLUDED IN THIS WHOLESALE LIST, PROVIDED ORDER TOTALS \$20.00 OR MORE GROSS.

TERMS: Prices include packing but not transportation costs. A 2% discount for cash will be allowed. Unless credit has already been established, orders should be accompanied by cash, or else ordered shipped by express c.o.d. This list supersedes and cancels all previous wholesale lists and quotations. All material is offered subject to prior sale of stock on hand.

GENERAL LIST

NOTE: See retail list for definitions of sizes. Size of rooted cuttings is larger than last year.

	Rooted Cuttings		Medium Sized Plants		Specimens	
	10	100	5	10	1	5
ACKERMANNII	\$.75	\$5.00	\$2.50	\$4.00	\$1.50	\$5.00
AGATHA	1.25	10.00	3.00	5.00	1.75	7.50
AMBER QUEEN	1.00	7.50	3.00	5.00	1.50	5.00
ANGULIGER	.75	5.00	2.50	* *	1.50	5.00
CONWAY'S GIANT	1.25	10.00	3.50	5.50	1.75	6.00
CRENATUM*	1.25	10.00	* *	* *	1.50	* *
DANTE	1.50	* *	5.00	* *	1.75	7.50
DESERT SUNRISE	.75	5.00	* *	* *	1.25	5.00
EDEN	1.25	10.00	3.00	* *	1.75	7.50
FIESTA	1.25	* *	4.00	* *	1.75	7.50
FLAMINGO	1.25	* *	4.00	* *	1.75	* *

*Since Crenatum was omitted from our retail list we give the following description: The largest flowering of the wild species. A fine, large, fragrant white, with good lasting qualities (3 days or more). The plant is vigorous, with short, deeply lobed (crenate) light green stems.

WHOLESALE PRICES LIST OF REFRIGERATORS

A. W. FORTNEY COMPANY
Chicago - California

January 1941

In our various and extensive business we are fortunate and privileged to have secured the best of materials and workmanship in the manufacture of our refrigerators. We are constantly endeavoring to improve our product and to meet the changing requirements of our customers. It is our policy to sell our refrigerators at a profit, and we are confident that our customers will find our prices to be very reasonable. We are also confident that our customers will find our refrigerators to be of the highest quality and to be of the most reliable construction. We are confident that our customers will find our refrigerators to be of the most reliable construction. We are confident that our customers will find our refrigerators to be of the most reliable construction.

The following is our 1941 Wholesale Price List. A copy of our retail list is also enclosed. You are referred to the retail list for descriptions of the individual models. Prices are listed in dollars and cents. Prices are subject to change without notice. We are confident that our customers will find our prices to be very reasonable. We are also confident that our customers will find our refrigerators to be of the highest quality and to be of the most reliable construction. We are confident that our customers will find our refrigerators to be of the most reliable construction.

TERMS: Prices include packing but not transportation charges. A 2% discount for cash payment is allowed. Prices are subject to change without notice. We are confident that our customers will find our prices to be very reasonable. We are also confident that our customers will find our refrigerators to be of the highest quality and to be of the most reliable construction. We are confident that our customers will find our refrigerators to be of the most reliable construction.

GENERAL LIST

NOTE: See retail list for descriptions of models. Size of model indicated in larger than last page.

Model	10	12	14	16	18	20
Model 10	\$10.00	\$12.00	\$14.00	\$16.00	\$18.00	\$20.00
Model 12	\$12.00	\$14.00	\$16.00	\$18.00	\$20.00	\$22.00
Model 14	\$14.00	\$16.00	\$18.00	\$20.00	\$22.00	\$24.00
Model 16	\$16.00	\$18.00	\$20.00	\$22.00	\$24.00	\$26.00
Model 18	\$18.00	\$20.00	\$22.00	\$24.00	\$26.00	\$28.00
Model 20	\$20.00	\$22.00	\$24.00	\$26.00	\$28.00	\$30.00
Model 22	\$22.00	\$24.00	\$26.00	\$28.00	\$30.00	\$32.00
Model 24	\$24.00	\$26.00	\$28.00	\$30.00	\$32.00	\$34.00
Model 26	\$26.00	\$28.00	\$30.00	\$32.00	\$34.00	\$36.00
Model 28	\$28.00	\$30.00	\$32.00	\$34.00	\$36.00	\$38.00
Model 30	\$30.00	\$32.00	\$34.00	\$36.00	\$38.00	\$40.00
Model 32	\$32.00	\$34.00	\$36.00	\$38.00	\$40.00	\$42.00
Model 34	\$34.00	\$36.00	\$38.00	\$40.00	\$42.00	\$44.00
Model 36	\$36.00	\$38.00	\$40.00	\$42.00	\$44.00	\$46.00
Model 38	\$38.00	\$40.00	\$42.00	\$44.00	\$46.00	\$48.00
Model 40	\$40.00	\$42.00	\$44.00	\$46.00	\$48.00	\$50.00
Model 42	\$42.00	\$44.00	\$46.00	\$48.00	\$50.00	\$52.00
Model 44	\$44.00	\$46.00	\$48.00	\$50.00	\$52.00	\$54.00
Model 46	\$46.00	\$48.00	\$50.00	\$52.00	\$54.00	\$56.00
Model 48	\$48.00	\$50.00	\$52.00	\$54.00	\$56.00	\$58.00
Model 50	\$50.00	\$52.00	\$54.00	\$56.00	\$58.00	\$60.00
Model 52	\$52.00	\$54.00	\$56.00	\$58.00	\$60.00	\$62.00
Model 54	\$54.00	\$56.00	\$58.00	\$60.00	\$62.00	\$64.00
Model 56	\$56.00	\$58.00	\$60.00	\$62.00	\$64.00	\$66.00
Model 58	\$58.00	\$60.00	\$62.00	\$64.00	\$66.00	\$68.00
Model 60	\$60.00	\$62.00	\$64.00	\$66.00	\$68.00	\$70.00
Model 62	\$62.00	\$64.00	\$66.00	\$68.00	\$70.00	\$72.00
Model 64	\$64.00	\$66.00	\$68.00	\$70.00	\$72.00	\$74.00
Model 66	\$66.00	\$68.00	\$70.00	\$72.00	\$74.00	\$76.00
Model 68	\$68.00	\$70.00	\$72.00	\$74.00	\$76.00	\$78.00
Model 70	\$70.00	\$72.00	\$74.00	\$76.00	\$78.00	\$80.00
Model 72	\$72.00	\$74.00	\$76.00	\$78.00	\$80.00	\$82.00
Model 74	\$74.00	\$76.00	\$78.00	\$80.00	\$82.00	\$84.00
Model 76	\$76.00	\$78.00	\$80.00	\$82.00	\$84.00	\$86.00
Model 78	\$78.00	\$80.00	\$82.00	\$84.00	\$86.00	\$88.00
Model 80	\$80.00	\$82.00	\$84.00	\$86.00	\$88.00	\$90.00
Model 82	\$82.00	\$84.00	\$86.00	\$88.00	\$90.00	\$92.00
Model 84	\$84.00	\$86.00	\$88.00	\$90.00	\$92.00	\$94.00
Model 86	\$86.00	\$88.00	\$90.00	\$92.00	\$94.00	\$96.00
Model 88	\$88.00	\$90.00	\$92.00	\$94.00	\$96.00	\$98.00
Model 90	\$90.00	\$92.00	\$94.00	\$96.00	\$98.00	\$100.00

Wholesale quantities are available from our retail list. Give the following description of the model, size, and quantity. The price is subject to change without notice. We are confident that our customers will find our prices to be very reasonable. We are also confident that our customers will find our refrigerators to be of the highest quality and to be of the most reliable construction. We are confident that our customers will find our refrigerators to be of the most reliable construction.

	Rooted Cuttings		Medium Sized Plants		Specimens	
	10	100	5	10	1	5
GLORIA	\$1.00	\$7.50	\$2.50	\$4.00	\$1.25	\$5.00
HERMOSSISSIMUS	1.25	10.00	3.00	5.00	1.75	7.50
JOSEPH DE LAET	2.00	* *	* *	* *	2.50	* *
LADY IRENE	1.75	* *	5.00	* *	2.50	* *
LATONA	1.25	* *	4.00	* *	1.75	* *
MOONRISE	2.00	* *	5.00	* *	3.00	* *
ORIOLE	.75	* *	1.75	* *	1.75	* *
PADRE	1.50	12.00	3.00	* *	* *	* *
PEACOCKII	1.50	12.00	2.00	5.00	1.75	* *
PROF. EBERT	1.00	7.50	3.00	5.00	1.50	5.00
ROSETTA	1.25	10.00	* *	* *	2.00	* *
SCARLET GIANT	.75	5.00	1.75	3.00	1.25	5.00
SUN GODDESS	2.00	15.00	5.00	* *	* *	* *
TULIP	1.25	10.00	1.75	3.00	1.75	7.50
VIVE ROUGE	.75	5.00	* *	* *	1.25	4.50
VIVIANA	.75	5.00	* *	* *	1.25	5.00

COLLECTIONS

Our collection offers are popular. They enable you to secure a combination of display plants which show your customers what the flowers are like, and rooted cuttings which sell immediately when the display plants are seen. A number of collections are offered so you can pick one or more to suit your particular requirements. The prices, you will note, are considerably lower than the combined prices of the included items.

COLLECTION 41A

This collection is your best bet if you are stocking epiphyllums for the first time--4 extra good bloomers--50 rooted cuttings of each for selling and a display plant of each to sell them with--at a bargain price. The cuttings should sell for at least 25¢ each, totaling \$50.00 for the cuttings alone.

AGATHA

CONWAY'S GIANT

GLORIA

VIVE ROUGE

1 specimen and 50 rooted cuttings of each of the above varieties, wholesale value \$22.25

Collection Price - \$18.00

COLLECTIONS 41B, 41C, 41BC

8 varieties, all different colors

AGATHA, light pink

CONWAY'S GIANT, deep crimson and purple

DESERT SUNRISE, orange, red and violet

EDEN, white and yellow

GLORIA, copper

LATONA, deep crimson pink

PEACOCKII, crimson, cerise, violet

VIVE ROUGE, red

Medium Black Plums		Heated Cakes		Heated Cakes		
1	2	1	2	1	2	
12.00	12.00	12.00	12.00	12.00	12.00	WILSON
11.75	11.75	11.75	11.75	11.75	11.75	WILSON
11.50	11.50	11.50	11.50	11.50	11.50	WILSON
11.25	11.25	11.25	11.25	11.25	11.25	WILSON
11.00	11.00	11.00	11.00	11.00	11.00	WILSON
10.75	10.75	10.75	10.75	10.75	10.75	WILSON
10.50	10.50	10.50	10.50	10.50	10.50	WILSON
10.25	10.25	10.25	10.25	10.25	10.25	WILSON
10.00	10.00	10.00	10.00	10.00	10.00	WILSON
9.75	9.75	9.75	9.75	9.75	9.75	WILSON
9.50	9.50	9.50	9.50	9.50	9.50	WILSON
9.25	9.25	9.25	9.25	9.25	9.25	WILSON
9.00	9.00	9.00	9.00	9.00	9.00	WILSON
8.75	8.75	8.75	8.75	8.75	8.75	WILSON
8.50	8.50	8.50	8.50	8.50	8.50	WILSON
8.25	8.25	8.25	8.25	8.25	8.25	WILSON
8.00	8.00	8.00	8.00	8.00	8.00	WILSON
7.75	7.75	7.75	7.75	7.75	7.75	WILSON
7.50	7.50	7.50	7.50	7.50	7.50	WILSON
7.25	7.25	7.25	7.25	7.25	7.25	WILSON
7.00	7.00	7.00	7.00	7.00	7.00	WILSON
6.75	6.75	6.75	6.75	6.75	6.75	WILSON
6.50	6.50	6.50	6.50	6.50	6.50	WILSON
6.25	6.25	6.25	6.25	6.25	6.25	WILSON
6.00	6.00	6.00	6.00	6.00	6.00	WILSON
5.75	5.75	5.75	5.75	5.75	5.75	WILSON
5.50	5.50	5.50	5.50	5.50	5.50	WILSON
5.25	5.25	5.25	5.25	5.25	5.25	WILSON
5.00	5.00	5.00	5.00	5.00	5.00	WILSON
4.75	4.75	4.75	4.75	4.75	4.75	WILSON
4.50	4.50	4.50	4.50	4.50	4.50	WILSON
4.25	4.25	4.25	4.25	4.25	4.25	WILSON
4.00	4.00	4.00	4.00	4.00	4.00	WILSON
3.75	3.75	3.75	3.75	3.75	3.75	WILSON
3.50	3.50	3.50	3.50	3.50	3.50	WILSON
3.25	3.25	3.25	3.25	3.25	3.25	WILSON
3.00	3.00	3.00	3.00	3.00	3.00	WILSON
2.75	2.75	2.75	2.75	2.75	2.75	WILSON
2.50	2.50	2.50	2.50	2.50	2.50	WILSON
2.25	2.25	2.25	2.25	2.25	2.25	WILSON
2.00	2.00	2.00	2.00	2.00	2.00	WILSON
1.75	1.75	1.75	1.75	1.75	1.75	WILSON
1.50	1.50	1.50	1.50	1.50	1.50	WILSON
1.25	1.25	1.25	1.25	1.25	1.25	WILSON
1.00	1.00	1.00	1.00	1.00	1.00	WILSON
0.75	0.75	0.75	0.75	0.75	0.75	WILSON
0.50	0.50	0.50	0.50	0.50	0.50	WILSON
0.25	0.25	0.25	0.25	0.25	0.25	WILSON
0.00	0.00	0.00	0.00	0.00	0.00	WILSON

COLLECTIONS

The collection of these are regular. They enable you to secure a collection of display plates which show your management, what the plates are like, and how they are used. They are also very useful when the display plates are used. A number of collections are shown so you can see one or more of your particular plates. The prices, and all data, are considerably lower than the combined prices of the included items.

COLLECTIONS

This collection is your best bet if you are looking for a collection of plates. It contains 50 plates of each of the above varieties, which are at least 25¢ each, totaling \$12.50 for the collection alone.

AGATHA, 12.00
CORWAY'S GRANT, 12.00
WILSON, 12.00
VIVE WILSON, 12.00

1 specimen and 50 plates of each of the above varieties, which are at least 25¢ each, totaling \$12.50 for the collection alone.

Collection Price - \$12.50

COLLECTIONS
A collection of 50 plates of each of the above varieties, which are at least 25¢ each, totaling \$12.50 for the collection alone.

AGATHA, 12.00
CORWAY'S GRANT, 12.00
WILSON, 12.00
VIVE WILSON, 12.00
AGATHA, 12.00
CORWAY'S GRANT, 12.00
WILSON, 12.00
VIVE WILSON, 12.00

Collection 41B - Display Collection

1 specimen plant of each of the above 8 varieties, wholesale value \$12.50

Collection Price - \$10.00

Collection 41C - Selling Collection

10 rooted cuttings of each of the above varieties, wholesale value \$9.00

Collection Price - \$7.00

Collection 41BC - for Combined Display and Selling

1 specimen plant and 10 rooted cuttings of each of the above varieties, wholesale value \$21.50

Collection Price - \$17.50

COLLECTIONS 41D, 41E, 41F

These collections include a wide variety of the most desirable plants, thoroughly tested for merit.

ACKERMANNII, early flowering red
AGATHA, pink with crimson center
CONWAY'S GIANT, deep crimson and purple
EDEN, white and yellow
GLORIA, copper

HERMOSISSIMUS, multicolor
PADRE, pink
PEACOCKII, luminous crimson
PROFESSOR EBERT, violet carmine
TULIP, vivid red

Collection 41D - 10 medium sized plants, wholesale value \$5.95

Collection Price - \$4.75

Collection 41E - 100 rooted cuttings, 10 of each kind, wholesale value \$12.00

Collection Price - \$10.00

Collection 41F - 10 medium sized plants and 100 rooted cuttings, 10 of each kind, wholesale value \$17.95

Collection Price - \$14.00

Collection 418 - Display Collection

1 specimen plant of each of the above 3 varieties, wholesale value \$18.00
Collection Price - \$18.00

Collection 417 - Selling Collection

10 rooted cuttings of each of the above varieties, wholesale value \$2.00
Collection Price - \$2.00

Collection 416 - For Combined Display and Selling

1 specimen plant and 10 rooted cuttings of each of the above varieties, wholesale value \$21.00
Collection Price - \$21.00

COLLECTIONS 410, 411, 412

These collections include a wide variety of the most desirable plants, those especially noted for merit.

- | | |
|--------------------------------------|------------------------------|
| ACER, white, early flowering red | REINOLDS, white, mid-season |
| ACER, pink with orange center | ROSE, pink |
| CONWAY'S GEM, deep orange and purple | PRINCE OF WALES, late season |
| EMERALD, white and yellow | PROSPERITY, white and yellow |
| GLORIA, copper | TWIG, vivid red |

Collection 415 - 10 medium sized plants, wholesale value \$5.00
Collection Price - \$5.00

Collection 414 - 100 rooted cuttings, 10 of each kind, wholesale value \$10.00
Collection Price - \$10.00

Collection 413 - 10 medium sized plants and 100 rooted cuttings, 10 of each kind, wholesale value \$15.00
Collection Price - \$15.00

COLLECTION 41G

100 rooted cuttings of 20 different varieties, 5 of each variety, our selection,
plus 3 different specimen plants

Collection Price - \$10.00

A wide variety of salable cuttings combined with sufficient display plants to give
a general idea of what epiphyllums are like. We can give you better value if you
leave the selection to us.

COLLECTION 41W

ANGULIGER

CRENATUM

OXYPETALUM

STRICTUM

1 specimen size of each of the four best wild species of epiphyllums, wholesale
value \$6.00

Collection Price - \$5.00

COLLECTION 41T

Same as above (Collection 41W) plus 20 rooted cuttings of each of the four species,
total 4 specimens and 80 cuttings, wholesale value \$13.00

Collection Price - \$10.00

EPIPHYLLUM SEED

Specially selected hybrids from our best breeders, 1939 crop

Per gram (more than 1000 seeds)	- \$ 1.50
Per ounce	- 30.00

COLLECTION A10

100 rooted cuttings of 20 different varieties, 5 of each variety, our selection.
plus 2 different specimen plants

Collection Price = \$10.00

A wide variety of reliable cuttings combined with sufficient display plants to give a general idea of what epiphyllums are like. We can give you better value if you leave the selection to us.

COLLECTION A11

SPICER

CHRYSEALUM

GERANIUM

ANDRILGER

1 specimen size of each of the four best wild species of epiphyllums, wholesale value \$8.00

Collection Price = \$8.00

COLLECTION A12

Same as above (Collection A11) plus 50 rooted cuttings of each of the four species.
total 4 specimens and 50 cuttings, wholesale value \$18.00

Collection Price = \$18.00

EPHIMILLIS SEED

Specialty selected hybrids from our best growers, 1930 crop

For 500 (more than 1000 seeds) = \$1.40
For more = \$0.70